PHILIP MORRIS PRESENTS TWO FINE PIPE MIXTURES

with the *bite out* and the flavor *in*!

And a world of new pleasure for the man who loves his pipe

Don't blame your pipe when it goes "haywire" to your tongue.

Instead, take this suggestion.

Try these two unusual pipe-mixtures. Try *both*. Perhaps even mix them, and try the combination.

You're almost certain to find *one* is exactly the pipe tobacco you've been looking for.

Exactly the blend to make any pipe you own *taste* better—with far more pleasure in every puff.

Each mixture is well above average . . . in quality, blending and remarkable lack of bite.

Both represent a big step forward in preparing fine pipe tobacco . . . a Philip Morris advance that keeps the flavor *in*, but "the bite *out!*"

Today—at your favorite tobacco counter—act on this suggestion. This evening, you'll relax and really *enjoy* that pipe of yours!

PROOF A-PLENTY!

Laboratory measurement of the irritation ("bite") in smoke, indicates that the average of six other leading pipe tobaccos is over THREE TIMES AS IRRITATING as REVELATION! Smoke BOND STREET also is produced by the same Philip Morris method, you'll find this goes for BOND STREET too!

REVELATION

One of the world's most Perfectly Balanced Blends

A magnificent "flavor-balance" of five different, superb tobaccos . . . cut five different ways; it packs well . . . smokes clean, cool and even—every puff a pleasure!

Either— **15¢**

BOND STREET

A Genuine and very different Aromatic Mixture

Contains a rare aromatic tobacco never before used in popular-price blends . . . wonderful flavor . . . aroma . . . even the ladies approve. Smooth, cool, clean-burning.

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Source: https://www.industrydocuments.ucsf.edu/docs/mjdv0004